

## **BOARD OF PARK COMMISSIONERS**

### **REGULAR MEETING**

**Monday, January 10, 2000**

Present: June Bailey, James Johnston, Joe McLeland, M.S. Mitchell, Leon Robinson, Andy Schlapp, William Sanders

Also Present: Kirk Zoellner, Finance Department; Larry Hoetmer, Doug Kupper, Jerry Liebst, Tim Martz, Barbara McGuire, Janice McKinney, Ron Setchell and Maryann Crockett (Staff)

President Mitchell called the meeting to order at approximately 3:33 p.m. Tim Martz introduced Doug Kupper, Director of Park and Recreation. Mr. Kupper briefly reviewed his education and work experience background. He concluded by saying that he thought Wichita was a great City and that he was looking forward to providing the services and programs the citizens required.

The minutes of the 12/20/99 Regular Meeting were approved as written.

Janice McKinney directed attention to the portable display unit set up and explained that it was the latest marketing tool purchased by the department with funds donated by Pepsi Cola. She indicated that the display unit would be utilized at the Home Show in February and at other shows and events to promote Park and Recreation programs.

1. **Report on Summer of Discovery (SOD) Program.** McKinney referred board members to the materials regarding SOD. She said staff faced two challenges during program implementation. One was developing and implementing a completely new program and making it successful, and the other was dealing with the introduction of a new accounting system. She said the packet of materials contained various information on revenues and expenses, results of parent and participant surveys, a copy of the registration form, report from the Administration Committee and a flyer that will be used to market the 2000 program to past participants. She said overall the program was extremely successful and that staff had received very positive feedback from both parents and participants.

She said during the process of analyzing the 1999 program, Recreation Management Staff formed two committees. The Administrative Committee studied issues such as program length, snacks, scholarships, fees and deposits, and registration and other forms required by the Kansas Department of Health and Environment for the day care licensing. She said the Program Committee was working on developing program themes for each of the eleven weeks and brainstorming various marketing and promotional ideas. She indicated that both committees were prepared to give reports.

Jerry Liebst, Program Development Coordinator, gave a brief background on previous summer recreation programs. He said in 1999, the Summer of Discovery program was launched with an intensive marketing and advertising campaign. He said the program had

been very successful and indicated that a program cost recovery of 76% had been achieved, which was unusually high for a first year venture. He stated that with any new program, there was a learning curve and that staff was currently evaluating the program and determining better ways to administer and oversee certain areas. He said staff recommends moving the registration process to the recreation centers in 2000 to provide more one-on-one service, and to require a deposit for each week a child was registered. He said staff from Human Services would be providing training on scholarship eligibility so that applications for assistance could be processed by staff on-site at the time of program registration. He said staff was also exploring ways to improve the number and quality of field trips and the quality and packaging of snacks. Ron Setchell, Chair of the Administrative Committee, gave more detailed information on each area discussed based on staff experience.

Board members asked questions regarding scholarship eligibility, statistics on percent of program participants receiving scholarships and each of the scholarship categories, provisions for referrals from Social Rehabilitative Services and other agencies, waiting lists, status of the marine academy, program hours, provisions for lunch and accounts receivable. Kirk Zoellner asked who determined the percent and categories of scholarships?

Staff reported that \$100,000 in scholarship monies had been authorized for "at risk children" in 1999. They said they were currently evaluating scholarship usage and determining the percent of total participants who had used scholarship monies and the category breakdown. They stated that City Management staff had determined scholarship categories and the total percent of scholarships in 1999. Director Kupper indicated that the same income guidelines used by USD #259 for the free breakfast/lunch programs had been used to verify scholarship eligibility. He also mentioned the possibility of receiving an administrative fee per child, if City staff processed scholarship applications.

Barbara McGuire, Chair of the Program Committee, briefly reviewed suggested weekly program themes and activities including Animal Kingdom, Splish-Splash, Sports Attack, Fun with Fitness, Crafty Kids, Clowning Around, Kids in the Kitchen, It's Showtime, Starts and Stripes, Friends Forever and That's Entertainment. She commented that the Committee was also working on developing daily curriculums for each program theme. She said some of the more popular activities were "on-site" presentations, sports clinics and fields trips. She reviewed the proposed marketing/promotion campaign which included, but was not limited to: direct mailings to past participants, water bill inserts, television and radio sports, City's web site, newspaper advertisement and presentations at PTA meetings and other school events. She asked board members if they had any additional suggestions. Bailey suggested Wichita Independent Neighborhood (WIN) and neighborhood association newsletters. McGuire concluded by saying that according to the surveys, "word-of-mouth" or hearing from a friend was how most people learned about the SOD program.

Johnston thanked staff for doing such an excellent job and suggested the Board give them a round of applause for their efforts.

**OFF THE AGENDA ITEM**

1. **Sanitary Sewer Easement – Lincoln Park.** Larry Hoetmer, Landscape Architect, referred board members to the maps and easement agreement. He said the easement was necessary in order to facilitate installation of the water feature at Lincoln Park. He said the City would abandon approximately 304 feet of a 20” sanitary sewer directly under the pool area and construct approximately 523 feet of 18” PVC from the tennis courts to and along Topeka Avenue. He commented that a \$60,000 budget transfer was necessary due to the project being an unanticipated cost.

On motion by Johnston, second by McLeland, IT WAS UNANIMOUSLY voted to grant the easement and authorize the President to sign.

**OTHER ITEMS**

- Mitchell referred board members to correspondence from Chris Cherches, dated 12/28/99, re: discontinuance of advisory boards/commissions.
- Mitchell invited Director Kupper to the next meeting of the Riverside Citizens Association on Tuesday, 1/11/00 at 7:00 p.m. at the Gloria Dei Lutheran Church. He commented that the group would be discussing the revised Riverside Park System Master Plan.

There being no further business, the meeting adjourned at approximately 5:15 p.m.

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M.S. Mitchell, President

ATTEST:

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Maryann Crockett, Clerk